

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A liquid crystal display device characterized in that:

at least a light guide plate which guides light from a light source, a liquid crystal display panel, an optical medium which changes over transmission and reflection of light, color filters and a reflector are sequentially arranged from a viewer side,

the light source has a luminescence part providing three primary colors, the color of the light from the light source is sequentially changed over to constitute the three primary colors, which light passes through the liquid crystal display panel and, thereafter, is reflected toward the viewer side by the optical medium, and

the optical medium enables reflection of light when the light source is used and enables permeation of light when ambient light is used,

the color filters are formed in correspondence with a pixel in the liquid crystal display panel, each color of three primary colors of the color filters is formed adjacent, the color filters are constituted of color filters of respective primary colors which are arranged to face at least three pixels formed on the liquid crystal display panel which are disposed close to each other, and

the reflector reflects ambient light which passes through the light guide plate, the liquid crystal display panel, the optical medium and the color filters to the viewer

side.

2. (original) A liquid crystal display device according to claim 1, wherein the color filters are formed on a surface of the reflector.

3. (previously presented) A liquid crystal display device according to claim 1, wherein the liquid crystal display device includes a display control circuit, and an ON/OFF state of the light source is determined by the display control circuit; wherein, when the light source is in the ON state, video signals corresponding to light of respective colors emitted from the light source are supplied to respective pixels in response to the changeover of the respective colors; and, when the light source is in the OFF state, video signals corresponding to the colors of the color filters which are arranged to face at least three respective pixels disposed close to each other are supplied to the respective pixels.

4. (previously presented) A liquid crystal display device according to claim 3, wherein, when the light source is in the ON state, among at least three pixels which are disposed close to each other, the video signals which are supplied to the pixels, other than selected pixels which are smaller in number than the three pixels, are removed for thinning.

5. (previously presented) A liquid crystal display device is characterized in that:

at least a liquid crystal display panel, which uses a pair of transparent substrates which are arranged to face each other with liquid crystal disposed

therebetween as an envelope, and a light guide plate, which guides light from a light source, are sequentially arranged from a viewer side;

the liquid crystal display panel forms light reflection layers on a liquid-crystal-side surface of the light-guide-plate side transparent substrate using portions of respective pixels and forms color filters which face the light reflection layers on the liquid-crystal-side surface of one transparent substrate or a liquid-crystal-side surface of the other transparent substrate which faces the one transparent substrate, and

light from the light source is irradiated such that respective colors thereof, which constitute three primary colors, are sequentially changed over.

6. (original) A liquid crystal display device according to claim 5, wherein an area of the reflection layers is set at a rate of equal to or less than $1/3$ of an area of regions of the pixels.

7. (previously presented) A liquid crystal display device according to claim 5, wherein each pixel is constituted of a thin film transistor which is turned on in response to the supply of a scanning signal from a gate signal line and a pixel electrode to which a video signal is supplied from a drain signal line through the thin film transistor, wherein the reflection layer is constituted of an extension portion of the gate signal line or the drain signal line.

8. (previously presented) A liquid crystal display device is characterized in that:

at least a light guide plate, which guides light from a light source, a liquid

crystal display panel, an optical medium which changes over transmission and reflection of light, color filters of respective colors which constitute three primary colors and a reflector are sequentially arranged from a viewer side,

the light source irradiates light such that the color of the irradiated light sequentially changed over with respective colors which constitute three primary colors,

the liquid crystal display panel is divided into three pixel regions which face the respective colors of the color filters in each pixel, and

the liquid crystal display device includes means which simultaneously supplies the video signal to the respective pixel regions and means which independently supplies a black display signal to the respective pixel regions.

9. (original) A liquid crystal display device according to claim 8, wherein the video signal is supplied to respective pixel regions through video signal lines and the black display signal is supplied to the pixel regions through the video signal lines.

10. (previously presented) A liquid crystal display device according to claim 8, wherein when the light is irradiated from the light source, the black display signal is not supplied to the respective pixel regions; and, when the light is not irradiated from the light source, the video signal is supplied to the respective pixel regions and, thereafter, the black display signal is supplied to the remaining pixel regions other than the pixel regions which correspond to the color which is allocated to the video signal.

11. (original) A liquid crystal display device according to claim 8, wherein the video signals are supplied to the respective pixel regions through video signal lines and the black display signal is supplied to the respective pixel regions through signal lines which are provided separately from the video signal lines.

12. (previously presented) A liquid crystal display device is characterized in that:

at least a light guide plate, which guides light from a light source, a liquid crystal display panel, an optical medium, which changes over transmission and reflection of light, color filters of respective colors, which constitute three primary colors, and a reflector are sequentially arranged from a viewer side,

the light source irradiates light such that the color of irradiated light is sequentially changed over among respective colors which constitute three primary colors,

the liquid crystal display panel is divided into three pixel regions which face the respective colors of the color filters in each pixel, and

a video signal from the same drain signal line is configured to be supplied to respective pixel electrodes of the respective pixel regions through a first thin film transistor which is driven in response to the supply of a scanning signal from a first gate signal line, through a second thin film transistor, which is driven in response to the supply of the scanning signal from the second gate signal line, and through a third thin film transistor which is driven in response to the supply of the scanning signal from the third gate signal line.

13. (previously presented) A liquid crystal display device according to claim 12, wherein the video signal includes a black display signal, the respective displays of the respective pixel regions are sequentially produced by changing over the respective displays of the respective pixel regions, and a black display based on the black display signal is produced at the time of changing over the display.